

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**LISTING OF CLAIMS:**

1. (currently amended): A perpendicular magnetic recording medium in which a perpendicular magnetic enhancement layer is deposited between a substrate and a perpendicular magnetic recording layer, and a perpendicular orientation promoting underlayer is disposed between the substrate and the perpendicular magnetic enhancement layer that promotes the perpendicular orientation of the perpendicular magnetic recording layer, wherein the perpendicular orientation promoting underlayer is formed of Ti or a Ti alloy, wherein the perpendicular magnetic enhancement layer is formed of Pt and has a thickness no less than 15 nm.

2. (cancelled)

3. (cancelled)

4. (previously presented): A perpendicular magnetic recording medium in which a perpendicular magnetic enhancement layer having a face centered cubic structure and a thickness of 15 nm or greater is deposited between a substrate and a perpendicular magnetic recording layer, and a perpendicular orientation promoting underlayer is disposed between the substrate and the perpendicular magnetic

enhancement layer for promoting the perpendicular orientation of the perpendicular magnetic recording layer, wherein the perpendicular orientation promoting underlayer is formed of Ti or a Ti alloy and has a thickness less than 10 nm.

5. (previously presented): The perpendicular magnetic recording medium of claim 1, wherein the perpendicular magnetic recording layer is of a CoCr alloy.

6. (original): The perpendicular magnetic recording medium of claim 5, wherein the perpendicular magnetic recording layer further comprises at least one material selected from the group consisting of B, Pt, Ta, V, Nb, Zr, Y, and Mo.

7. (previously presented): The perpendicular magnetic recording medium of claim 1, further comprising a protective layer and a lubricant layer sequentially on the perpendicular magnetic recording layer.

8. (cancelled)

9-14. (cancelled)

15. (previously presented): A perpendicular magnetic recording medium in which a perpendicular magnetic enhancement layer having a face centered cubic structure and a thickness of 15 nm or greater is deposited between a substrate and a perpendicular magnetic recording layer, and a perpendicular orientation promoting underlayer is disposed between the substrate and the perpendicular magnetic

enhancement layer for promoting the perpendicular orientation of the perpendicular magnetic recording layer, wherein the perpendicular magnetic recording medium has a double-layer structure including a soft magnetic layer between the substrate and the perpendicular orientation promoting underlayer.

16. (previously presented): A perpendicular magnetic recording medium in which a perpendicular magnetic enhancement layer having a face centered cubic structure and a thickness of 15 nm or greater is deposited between a substrate and a perpendicular magnetic recording layer, and a perpendicular orientation promoting underlayer is disposed between the substrate and the perpendicular magnetic enhancement layer for promoting the perpendicular orientation of the perpendicular magnetic recording layer, wherein the perpendicular magnetic recording medium has a pseudo double-layer structure including a soft magnetic layer between the perpendicular orientation promoting underlayer and the perpendicular magnetic recording layer.

17. (new): A perpendicular magnetic recording medium in which a perpendicular magnetic enhancement layer is deposited between a substrate and a perpendicular magnetic recording layer, and a perpendicular orientation promoting underlayer is disposed between the substrate and the perpendicular magnetic enhancement layer that promotes the perpendicular orientation of the perpendicular magnetic recording layer, wherein the perpendicular orientation promoting underlayer is formed of Ti or a Ti alloy, wherein the perpendicular magnetic

enhancement layer is formed of Pt, Au, Pd or an alloy of one or more of these materials and has a thickness no less than 15 nm.

18. (new): A perpendicular magnetic recording medium in which a perpendicular magnetic enhancement layer is deposited between a substrate and a perpendicular magnetic recording layer, and a perpendicular orientation promoting underlayer is disposed between the substrate and the perpendicular magnetic enhancement layer that promotes the perpendicular orientation of the perpendicular magnetic recording layer, wherein the perpendicular orientation promoting underlayer is formed of Ti or a Ti alloy, wherein the perpendicular magnetic enhancement layer has a face centered cubic structure and has a thickness no less than 15 nm.